

### Orlando-Daytona Beach-Melbourne Market Overview

ADI Rank: 23

Dom	ograp	hic ar	id Ec	onomic	Overview	
{000s.	except	Retail	Sales	and ESI	In \$000.000s	١

	Markol	T	olovis	ion Fi	nancials	
(all	figures	in	900s,	except	percentages)	

				· _1984	_1989	Growth_Rate_	1	1989		Growth Rate
ADI	Popula	ıtl	on	1,800	2,221	4.3%	-	,221	2,5/2	J.0X
	Housel	ro l	ds	698	887	4.9X		587	1,052	3.5%
	Retail	<b>S</b>	ales	11,202	17,790	9.7%	17	,790	25,920	7.8%
	CBI			18,472	28,200	8.8%	28	,200	47,066	10.8X
Pop	Rank	,	26	ADI Counties	9	White	86.1X	Avg	Household	\$31,793
HH	Rank	ı	25	17 Households	909	Black	12.9X	Per	Capita	\$12,697
RS	Rank	ı	24	ADI Cable	72%	Other	1.1%	Spa	nish Speaking	3.0X
COL	Rank	,	27	ADI YCR	80%			ŀ		

	_1984		5	1986_	1987	191	M	1989	_late_
ESTIMATED ML1	\$ 71.3	00 85.	700	91,600	100,450	111,	, 100	118,700	10.7X
REVENUES	_1262		10	1991	1992	19	93	1994	_Rate_
444	\$118.7	00 125,	822	133,371	142,707	154	.837	168,262	7.2%
		Estimated Breakouts		X Network 3.5X	%_Mall/ 56.5		X_Loca 40.0		Future _Raie_ 8.5%
				1984		1989	_		394
	ve/Retal ve/Capit	l Sales a	•	36/1000 39.61	-	.67/1,0 \$53.44	00		9/1000 5.42

## Orlando-Daytona Beach-Melbourne Competitive Overview

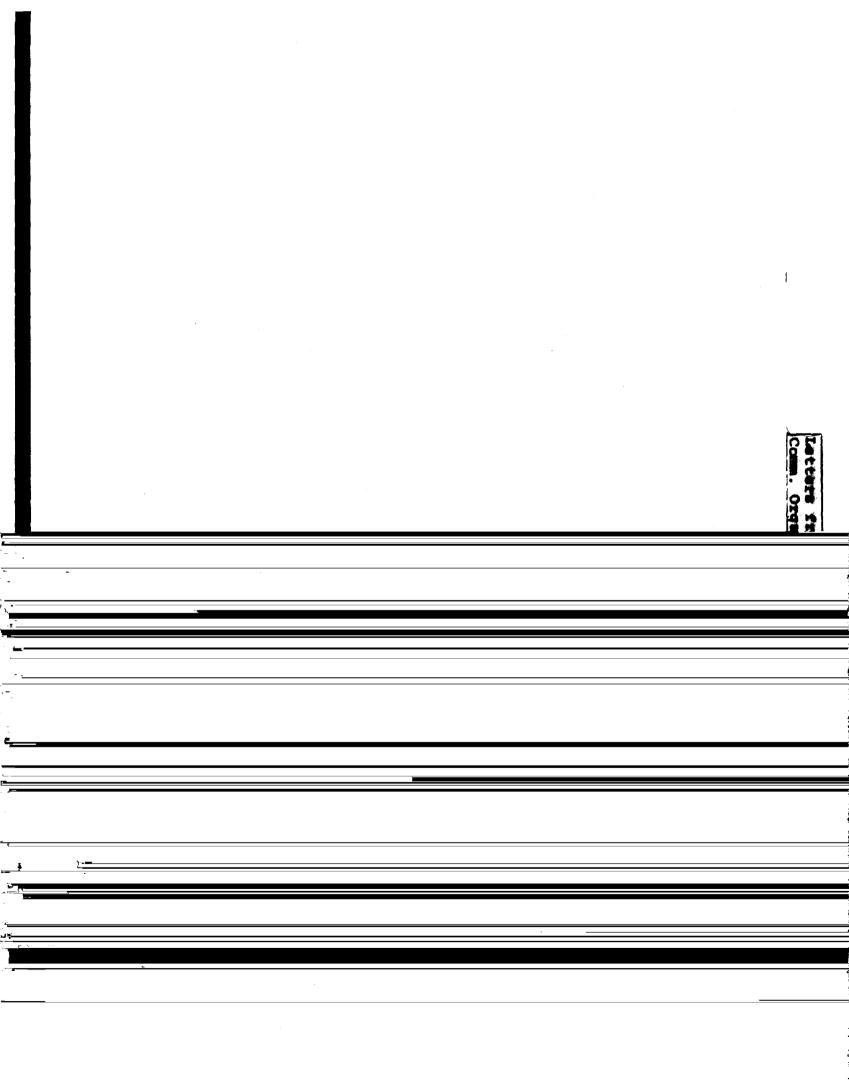
		City of		Visual Power				•	Date
	Calls	License	Ch	(kV)	IMAT	ALL	Rep	<u>Owner</u>	Std
	WESH	Daytona Beach	2	100	1,650	NBC	Petry	H & C Communications	56
	WCPX	Orlando	6	100	1,460	CBS	Katz	Marriott, Richard	54
	WFIY	Orlando	9	316	1,570	ABC	TelRp	Cox Communications	58
•	WKCF	Clermont	18	5,000 cp	1,501	IND	Indep	Asbury 'Park, Press.	88
	NEW	Orlando	21	5,000 cp	1,992	•		Reece Associates Lld	NOA
	WOFL	Orlando	35	2,570	1,470	FOX	MHT	Heredith Corp	79
	WOSF	Me   bourne	43	4,170	980	IND		Blackstar Comm inc '	82
	WIGL	Cocoa	52	4,720	934	IND		Christian TY Melwork	. 82
	WACX	Leesburg	55~	5,000	1.691	IND		Sharp Comm	82
	VAYK	Helbourne	56	2.051 cp	1.004	IND	Indep	· Beach TV Partners	. 86
	VORU	Bunnel 1	58	4.624 cp	1.613	•	•	Bunnell Comm Inc	NOA
•	VRBV	Orlando	65		•			Rainbow Bosig Co	NOA
	PYAY	Daytona Beach	26	5,000 ср	997	SAT		Beach IV Partners	88
	*VCEU	New Smyrna Och	15	675 cp	1,447	POS		Daytona Bch College	88
	*WHFE	Oriando	24	1,350	1,250	PBS		Community Comm	65
	*WLCB	Leesburg	45	5,000 cp	453	PBS		Central Florida EIV	MOA
•	*WRES	Cocoa	68	1.079 cp	942	PBS		Brevard Comm College	87

Other allocations: Ch 27, Orlando

<sup>•</sup> Indicates a change since last edition.

#### WBSF AWARDS AND COMMENDATIONS

- \* Family Counseling Center Excellent Programming Award 1988-92
- \* United States Marine Corp Toys for Tots Telethon 1988
- \* Outstanding Partner in Education 1989
- \* Certificate of Appreciation Junior Achievement 1989
- \* Appreciation for Helping Increase Community Awareness of Crisis Services 1990
- \* Chamber of Commerce Media Award 1990
- \* Certificate of Appreciation March of Dimes 1990
- \* Certificate of Appreciation Family Counseling Center 1990
- \* Certificate of Appreciation Brevard Community College 1990
- \* Certificate of Appreciation McNair Middle School 1990
- \* Certificate of Appreciation Stone Jr. High School Career Day 1989-92
- \* Certificate of Appreciation Florida Today (Citizen Bee) 1989-91





#### **CENTRAL BRANCH**

FRED BURMER

TONY JACKSON
Senior Vice Chairman

JUDY BATEMAN
Vioe Chairman

September 9, 1992

LINDA FITZGERRELL
Secretary

DOROTHEA BRANCH
Executive Director

Mr. Ed Parker WBSF Television Channel 43 4450 L Enterprise Ct. Melbourne, FL 32934

Dear Mr. Parker:

On behalf of the Arthritis Foundation, Florida Chapter, Central Branch, we'd like to thank your company for participating in the 2nd Annual Viking Princess Volleyball Challenge. We owe the success of this event to companies such as your, that lend your support to our cause. All the funds raised from the event will go towards patient services and educational programs in the Central Florida area.

Again, thank you for your support and we hope to see your company participating again next year.

Sincerely,

Para Il Sahetka



Public Alls

March 5, 1992

### Dear Supporter of Education:

Thank you for your support of School Aid. With the help of businesses like yours, we have already raised \$30,000 for education and that number is increasing everyday. The School Aid project was a success on every level. First of all, we were able to raise a significant amount of money for school supplies; and secondly, we have increased the awareness in the general public regarding the financial crisis currently facing our local educational systems. As a concerned Central Florida business, we will continue our efforts to to ensure the quality of public education in Central Florida. If our School Aid Telethon becomes an annual event, I hope that your organization will once again join our efforts to alleviate some of the financial problems that are diminishing the education of our kids. If you have any questions, comments or suggestions regarding School Aid, please feel free to call me at the station. On behalf on WKCF TV 18 and Central Florida public schools, I thank you for your kindness.

Sincerely,

Adam D. Yapkowitz

ada D. Yaphowitz

School Aid Coordinator

# PARTNERSHIP FOR A DRUG-FREE FLORIDA

STEERING COMMITTEE

MR. THOMAS HALL, CHAIRMAN

D' MAN

E. FALMER BROWN/

TAMEA

MR. FATRICK ROBERTS

PRES DENT

FLOR DA ASSOCIATION

SF ERCADIASTERS

MR. ETEVE WILKERSON

PRES DENT

FLORIDA CABLE TELEVISION

ASSCRIATION

MS. BERT DONNELLY
DIRECTER OF MARKETING

SARK WAL BRUISE LINES

MR. BHIP COLLINS

EXECUTIVE DIRECTOR

FLORIDA COUNCIL OF 100

MS. MARY HARVEY
ADCOUNT EXECUTIVE

THE WM. COOK AGENCY

MR. JIM SANDERS

GOVERNOR, 4TH DISTRICT

AMERICAN ADVERTISING

PEDERAIIDA

M DK SHELTON

FLORIDA PRESS

ASSCCIATION

MR. WAYNE MOCK

VICE PRESIDENT

FLORIDA DUTDOOR

ASSOCIATION

LAWTON CHILES III

PRESIDENT

CHILES COMMUNICATIONS

MAJOR GENERAL

ROBERT F. ENSSLIN, JR.

ADJUTANT GENERAL

FLORIDA NATIONAL GUARD

MS. BRENDA ROGERS

PARTNERSHIP FOR A

DRUG-FREE AMERICA

MS. ROBIN HASSLER

EXECUTIVE OFFICE

OF THE GOVERNOR

STATE OF FLORIDA

November 15, 1991

**WBSF-TV** 

Delores McLaughlin
Public Service Director

4450-L Enterprise Court

Melbourne, FL 32934

Dear Ms. McLaughlin:

Enclosed is a certificate that testifies to your cooperation and generosity in the campaign to reduce drug abuse in Florida. Let me say once again how proud I am to have you as a media partner. There is much still to do but, so far, the response from all media has been unprecedented in the history of public service advertising. It should be a source of great pride that the Partnership for a Drug-Free America is using Florida's program as a model for other states now setting up their own organizations.

If there is any way we can serve you better, forwarding more advertising materials or special types of advertisements, please let us know. Jean Leeper stands ready to assist in any way - her number is (813) 223-5684.

Also, your suggestions for our program are appreciated.

Thank you again for your help!

Sincerely,

Thomas Hall

Chairman

TH:gmc

Enc.

Audie 712. 11/20/91



### MATTHEWS ORTHOPAEDIC CLINIC

A Professional Association
DIPLOMATES AMERICAN BOARD OF ORTHOPAEDIC SURGERY
AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

Joseph G. Matthews, M.D. Gereia: Orthopaedics

lames F. Richards, Jr., M.D. Hand Surgery & John Replacement

Charles T. Price, M.D.

2 diatra. & Adolescent Surgery
Sumal Deformation

The mas F. Winters, Jr., M.D. Knee & Shoulder Surgery Arthroscopy & Jona Replacement

Joanne R. Werntz, M.D. Tipper Extremity Surgery Hand & Microsascular Surgery

D. Raymond Knapp, Jr., M.D. Pedatric & Adolescent Surgery Sucess Medicine

Michael J. Broom, M.D. Surgery of the Spine

J. Dean Cole, M.D. Traumatclogy Foot & Arkle Surgery

Wadih S. Macksoud, M.D. Hand & Microrascular Surgery

Louis P. Brady, M.D. Hir Sungery

Mary Lynn Brown, M.D. Hana & Microvascular Surgery

Robert C. Coolidge

July 19, 1991

Dolores McLaughlin WBSF-TV 4450-L Enterprise Ct. Melbourne, FL. 32934

Dear Dolores:

I enjoyed very much our interview on Thursday a couple of weeks ago. I have had some very good comments from friends in Central Florida regarding the Sunday morning show last week, and the four minute spots that have been shown.

10: Delaus
Licat!!

I felt you all ran a very professional operation, made me feel very comfortable, and enjoyed meeting you and all your co-workers.

Thank you for sending the tape to me, and also the one you said you were sending to PCI in Chicago.

I hope to see you again sometime.

Sincerely,

James F. Richards, Jr., M.D

JFR/brm



## BROTHERS PARK ASSOCIATION

805 Hopkins Street Melbourne, Florida 32901

To: Public file 2/24/92 19 February 1992

WBSF TV 43 Mr. Ed Parker 4450-L Enterprise Court



# Brevard County Campaign United Negro College Fund, Inc. P.O. Box 361533, Melbourne Florida 32936-1533

	□ P.O. Box 361533, Melbourne/Florida 32936-1533
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October 3, 1989

Juliba fil

Mr. Ed Parker Station Manager TV43 WBSF 4450-L Enterprise Ct Melbourne, FL 32935

Dear Mr. Parker:

I want to personally thank you for the committment toward early detection of breast cancer your station demonstrated the entire month of August. The programs your staff developed were both creative and enlightening. Your staff handled the emotional subject of breast cancer with sensitivity and professionalism. I certainly enjoyed working with your staff and want to recognize the following members for their generous contributions of time and effort: Delores McGlaughlin, Karl Miller, Sandra Schroedel, Bruce Elrick, and Jeff Conrad.

I believe it is extremely important to educate the public about cancer prevention and early detection, plus treatment options. One in four Americans will become a victim of cancer. The odds are we will all know someone sooner or later who has been touched by this dreaded disease. That someone may even be us. Education and awareness about cancer helps to dispel rumors and misunderstandings about the disease. One avenue toward education of the public is through brief films depicting methods of early detection, prevention, and treatment options for the cancer patient. My proposal, to effect such education, is that Holmes Regional and TV43 develop a set of films together to inform our viewing area of prevention, early detection, and treatment options for newly diagnosed cancer patients. An informed public is better able to make the tough choices necessary when it comes to the disease of cancer.

If you find this suggestion appealing, please contact me. I would like to discuss it in detail with you.

Sincerely,

Nancy E. Hendrix

Cancer Program Manager

NEH:Im

cc: Steve Bunker, Vice President, Clinical Services Karl Miller, Production Manager, TV43

1350 South Hickory Street Melbourne, Florida 32901 (407) 727-7000

VHA.

Member of Voluntary Hospitals of America, Inc.



## SCHOOL BOARD OF BREVARD COUNTY

2700 St. Johns Street, Melbourne, Florida 32940-6699 Telephone: 407/631-1911 - FAX: 633-3533

-SCHOOL BOARD

Vera W. Walker, Chairman Dr. Patricia C. Manning, Vice Chairman Roberta (Bobby) Bechtel Kathy Carlson Lynn Demetriades

To:Public file Enach  SUPERINTENDENT Abraham L. Collinsworth

March 3, 1992

To whom it may concern,

I would like to commend Channel 43 and their personnel for the professional job they do. I have enjoyed working with them for the last two years doing numerous interviews and public service announcements on parenting. Every time I come to the station, they invite me to feel most welcome and at ease.

In addition, the quality of their work is up to the standard of excellence a television station must maintain in order to keep their viewers interested in tuning in on a regular basis. Every person with whom I've come in contact at the station both in front of and behind the cameras, including the secretarial personnel, reflects the pride they take in their work and the professional quality they value.

Again I would like to congratulate Channel 43 on their outstanding work and wish them luck in future endeavors.

Sincerely,

Grette Zgone

Yvette Zgonc, Resource Teacher

Guidance and Career Education

7. da 14. ge

#### SOUTH BREVARD HABITAT FOR HUMANITY

P. O. Box 2557 Melbourne, FL 32902-2557

(407) 255-2242

C.C. Deloves Public file

May 26, 1992

Mr. Ed Parker WBSF-TV 43 4450-L Enterprise Court Melbourne, Florida 32934

Dear Mr. Parker:

Thank you for attending South Brevard Habitat for Humanity's recent Carpenter's Club Breakfast. We appreciate the support you gave with your presence and with your generous donation of \$50.

Currently, we are nearing completion of a home in north Melbourne, are midway on one in southeast Palm Bay, and will begin our eighteenth before the month is out. Your support will help us meet our goal of building six homes in 1992 - one of which is for Diana Tanner who spoke at the breakfast.

Thank you again for helping us make a difference in the lives of six needy families this year.

Sincerely,

Joy Willard-Williford

mark you for the

# Merritt Island High School

100 EAST MUSTANG WAY

PHONE 452-1110

MERRITY ISLAND, FLORIDA 32953

MARVIN D. GAINES, Asst. Principal DORIS E. GLENN, Asst. Principal

HENRY D. SMITH, JR., Principal W. J. DUGAN, Asst. Principal

KEN GASLIN, Asst. Principal



April 7, 1991

Ed Parker Vice President & General Manager WBSF TV43

Dear Mr. Parker,

Thank you very much for your sponsorship of the Citizen Bee Competition. The students from Merritt Island High School truly appreciate your generous contribution to their education.

The professional manner in which you organized and taped the competition was instrumental in the continued success of this program.

Very truly yours,

Jon Lethan

Joan Trentham

Social Studies Department Chairman

11/9



To Pulla file J2/22/81

# CHILDREN WITH ATTENTION DEFICIT DISORDERS "Parents Supporting Parents"

February 17, 1989

Ms. Delores McLaughlin WMOD TV 43 4450-L Enterprise Court Melbourne, FL 32901

Dear Delores,

I want to thank you again for interviewing me for your program.

As a direct result of that program, we had sixty-eight people at our Seminar on January 23. I have also fielded at least eighty telephone calls, from as far away as Tallahassee, asking for information and support.

Community Awareness services such as yours do a great deal of good in our area, and I sincerely appreciate being included in your program.

Sincerely,

Carolle Cox

Chapter President



The Citizen Bee 1235 Jefferson Davis Highway Arlington, Virginia 22202 Copy to Puller File



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REPLY TO:

September 25, 1991

Mr. Ed Parker TV-43 4450-L Enterprise Court Melbourne, FL 32934

Dear Mr. Parker:

This letter is a compliment to Delores McLaughlin. Although she has served on our Brevard Community College WENDI Advisory Board for several years, it is the recent response to her Update segments on the WENDI program that want to highlight.

Her taped interviews on WENDI career and life skills classes, and support counseling for persons in transition, are widely viewed. Phone calls have come in from all parts of Brevard and Grange counties. Because of the open, friendly, inqusitive way Delores interviews, the interviewee responds naturally, and the TV viewer identifies with the message.

We are all fortunate to have her talent and her association.

Most sincerely,

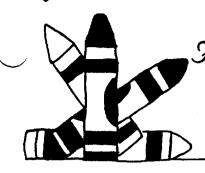
Meme Thomas

WENDI Coordinator

cc: Delores McLaughlin

# color all their days with love ...





Foster Parent Association

of

Brevard County

NON PROFIT ORGANIZATION

January 23, 1991

Ms. Delores McLaughlin T V 43 4450 Enterprise Court Melbourne, FL 32935

#### Dear Delores:

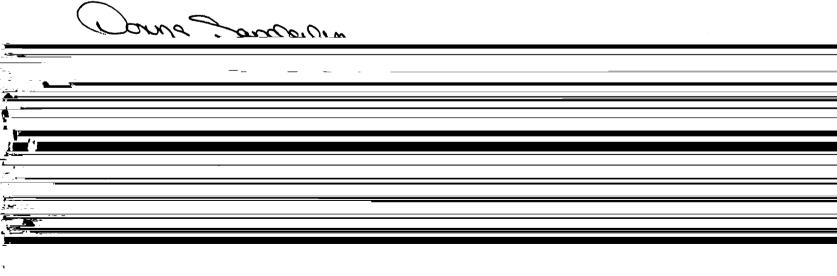
Kandi and I can't thank all of you enough for the help you gave this year. I really believe we reached a lot of people that we never could have before. We got a really good response to that TV spot.

I think that we made people aware that there is a real problem out there. The people in the communities were very generous. We couldn't have done that without you.

We wish all of you the best of health, happiness, and fond memories in the year to come.

From the bottom of our hearts we thank you.

Sincerely,





KEEP BREVARD BEAUTIFUL WEEK

April 11, 1991

Channel 43 4450-L Enterprise Court Melbourne, Florida 32901

Dear Channel 43,

Trash Bash '91 was a great success! Enthusiastic volunteers throughout Brevard collected litter from our beaches, causeways, roadways and parks.

Your support and contribution is deeply appreciated. The success of Trash Bash is assured by people such as yourself. Through your support we are able to make a difference.

Again, a warm thanks from the entire Trash Bash committee.

Sincerely,

Marguerita Engel
Executive Director



# THE CHAMBER

CHAMBER OF COMMERCE

Listing The Harr

February 13, 1989

Mr. Ed Parker Vice President & General Manager WBSF TV-43 4450-L Enterprise Court Melbourne, Florida 32935

Dear Mr. Parker:

The Greater South Brevard Area Chamber of Commerce, in concert with the Titusville and Cocoa Beach Area Chambers of Commerce, has designated March as Partnership Month for Brevard County. During Partnership Month, in addition to emphasizing the important role that businesses can play in enhancing the education process, we also intend to recognize those businesses which have made significant contributions to this process over the last year.

Your company, WBSF TV-43, has been selected as one of the Outstanding Partners in our community. Accordingly, we extend to you an invitation to attend the March Early Bird Breakfast of The Greater South Brevard Area Chamber of Commerce to receive some much deserved recognition. It will be held on Thursday, March 2, 1989 at 7:30 a.m. at the Palm Bay Holiday Inn.

Please R.S.V.P. to Loretta Leddy at the Chamber (724-5400). We will have a special table reserved for those being recognized. Cost for the breakfast is \$8 for a full breakfast and \$2 for coffee, payable at the door.

Congretulations -- vous coloction or on Outstanding Boutson Vous



1991 Brevard Symphony Orchestra
Designer Showcase at Lansing Island

Showcase Builders
Charles Boyd Homes
DiPrima Enterprises
McWilliams Construction Corporation

726 10, 1991

Dan Dolores, bould you believe that we had 7,000 bould you believe that we had 7,000 People town the showcase? Breaks our mine year record! Some even came from

Japan. Lus never could have done it if it weren't



To: Puller fll 8//4/1/92

# **MEMORANDUN**

874-C W. Eau Gallie Boulevard

Melbourne, Florida 32935

(407) 259-8306

FAX (407) 255-1573

TO:

**DOLORES McLAUGHLIN** 

FROM: LAURI STIEBER, REGIONAL DIRECTOR OF PROGRAM SERVICE

DATE: March 27, 1992

RE:

**CHANNEL 43 INTERVIEWS ON RETINOPATHY SCREENINGS** 

& ALERT ACTIVITIES

I just wanted you to know how much I appreciate your excellent coverage of our Retinopathy Screenings and Alert Activities on Channel 43. The response from Brevard County was much greater than in the other three counties, and that is certainly due in part to the publicity that we received from Channel 43.

in Brevard, a total of 305 patients have been scheduled for retinopathy screenings. We have a total of 383 patients that were scheduled in the four counties. The publicity that we received in Brevard County was much better than in the other areas, and I believe that accounts for the lesser number of patients being scheduled in Orange, Osceola and Seminole counties. We were able to track quite a number of calls that we received due to the Channel 43 interviews.

The program has been an overwhelming success and has exceeded our wildest expectations. Thank you again for your continued support of the American Diabetes Association and for greatly enhancing our public and patient awareness programs.

Junior Achievement

East Central Florida, Inc.
1980 North Atlantic Avenue, Suite 911
Cocoa Beach, Florida 32931
(407) 799-0222

6/5/92

Chairman Wends Fields-Martin Marietta Vice Chairman Rodnes Keicham-Rodnes S. Ketcham. Inc. Immediate Past Chairman John Rünchettu-Southeast Bank

Corporate Secretan
Judy Bornshy-Southern Bell
Corporate Treasurer
Arthur Hudson-Grumman Melbourne Systems
Earl Abbotto-A & A Braity-Coldwell Banker
John Banke-First Umon National Bank
Dick Baumbach-Baumbach & Fisher Associates
Lew Bermate-Bernan, Shapiro, Crawford & Co.
John Blatm-Computer Science Introvations

Wendy Brandon-Brandon Properties
William Brennan-Sun Bank
Mel Broom-Retired

Hugh Brown-BAMSI, Inc.

Robert Carman-Wijesthoff Health Systems
Patsy Clark-Kentucky Fried Chicken

Abe Collinsworth-Brevard County Schools Brad Cox-Holiday Inn John D'Albora-J. V. D'Albora, Inc.

Janson Davis-Brevard Accounting Group
Tom Dickens-Vero Beach Press Journal
James Dubay-EG&G Florida Inc.
Timothy Dwight-Florida Air Academy

Hank Evans-Evans & Jones George Faenza-McDonnell Douglas Space Systems Robert Foster-Computer Sciences Raytheon

Robert Foster-Computer Sciences Raytheon

Larry Garcison-Cape Canaveral Hospital

Don Hennessy. TW Recreational Services

Lyle Holloway-McDonnell Douglas Space Systems

william Hunsberger-FLORIDA TODAY/A/SA TODAY

Thomas HunsSouthern Bell

Rodger Ingram-Barnett Bank
Dr. Maxwell King-Brevard Community College
Ken Kluvo-IBM
Louis-Kouts-USAFÆSMC
George Lewis-George Lewis Realty

George Lewis-George Lewis Realty
Art Mackey-Florida Power & Light
Connie Makepeace-Gatsby's Restaurants
John Mansur-Bechtel National
Tibes Manshap Militardia

Tibor Menyhart-Migrandy
Don Mirth-USBI
Bruce Mitchell-Reinman, Harrell, et al.

Maxine Nohrr-Travelmax

Bruce Milchell-Heinman, Harrell, et al.

Don Molitor-Answerphone & Kelly Services
Len Neubert-Retired

Skip Olson-Grumman Technical Services
Jay Parrish-Jesse J. Parrish, Inc.

Bill Parsons-Howard Johnson Plaza Hotel Keith Pendergrass-Cadillac Gage Ray Penn-Harris Corporation

Ed Poe-Burger Kings of Brevard Perry Reader-The Viera Company Adrienne Roth-Brevard Business News

Paul Roundy-Johnson Controls

Dominick Scotto-D. L. Scotto & Co.

Sylvia Shine-Continental Airlines Keith Sigmon-Orange Bank

Bernie Simpkins-S & S Enterprises

Jerry Sinclair-Analex Space Systems, Inc.

Jern, Sinclair-Analex Space Systems, Inc. Frank Smith-Boeing Aeroapace Operations Lee Solid-Rockwell International ddir Taylor-Brevard Community College

on Welsko-Premier Cruise Lines

John Williams-Lockheed Space Operations

May 20, 1992

Delores McLaughlin Communuty Affairs Director WBSF-TV 43 4450 L Enterprise Court Melbourne, FL 32901

DEAR DELORES,

On Behalf of the Junior Achievement Board of Directors, staff and the Golf Tournament Committee, we would like to thank you for your help with the Junior Achievement Golf Classic. We, at the Junior Achievement office, have heard numerous compliments on the event held on Monday, May 11, 1992.

THIS EVENT DIDN'T "JUST HAPPEN", IT TOOK HARD WORK, DEDICATION AND PROFESSIONAL EXPERTISE ON THE PART OF ALL THOSE INVOLVED. WITH YOUR HELP, WE WERE ABLE TO MAKE OUR FIRST GOLF TOURNAMENT A TREMENDOUS SUCCESS!

DELORES, WE ESPECIALLY THANK YOU FOR THE PUBLIC SERVICE ANNOUNCEMENT. WE APPRECIATE YOUR SUPPORT.

AGAIN, THANKS SO MUCH FOR YOUR COMMITMENT TO MAKING THE 1992 JUNIOR ACHIEVEMENT GOLF CLASSIC SUCH A WONDERFUL EVENT. WE TRULY ENJOYED WORKING WITH YOU!

SINCERELY

JOHN BANKS FIRST UNION NATIONAL BANK GOLF CLASSIC CHAIRMAN

hn Banks

HB/DB

HEIDI BRANDOW PRESIDENT

Serving Brevard, Indian River and St. Lucie Counties



File 3/1/91

March 5, 1991

Delores McLaughlin Public Affairs Director WBSF - TV 43 4450-L Enterprise Ct. Melbourne, FL 32935

Dear Delores:

Just a short note to express my thanks and appreciation to you for featuring "Poison Prevention" on your public service program on TV 43. I received some positive reaction from some viewers in the Orlando area. I think the interview went very well.

Thank you.

Sincerely,

Sven A. Normann, Pharm.D. Administrative/Clinical Director

SAN:me